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THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

Number 90

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August-September 1960

SEVERAL ATTACHES ARE MOVING TO NEW POSTS Here's the latest news on upcoming moves of that rare migratory bird, the U. S. agricultural attache.

Ray Ogg, Caracas, is taking over at Brussels to replace Howard Doggett, who has returned to Washington to head the new Packers and Stockyards division in AMS. George Day, Dairy-Poultry, replaces Ray as attache in Venezuela.

Tim Engebretson, now on home leave from Salisbury, will move to Tehran, and Gordon Schlubatis, Nairobi, will move to Ankara. Howard Akers, Ankara, will become assistant attache at Paris, as will Dudley Williams, Cotton.

Bill Hatch, Tehran, will return home to take care of personal business before his re-assignment.

Rip Perkins, adm asst at Monrovia, will have some home leave and then report to his new post at New Delhi. Gill Piquette, New Delhi adm asst, will return for reassignment.

John Ray, Livestock, is scheduled to replace Charley Baker as asst attache at Mexico City. Lloyd Williams, Havana asst, is back for home leave.

As previously reported in the FAS Letter, Doug Crawford is now assigned to Buenos Aires, George Parks to the Hague, and Clarence Eskildsen to Bonn.



ELKINTON, NOVOTNY PITCH IN TO PROMOTE COTTON IN JAPAN The two distinguished gentlemen in the center of the picture, Attache Chuck Elkinton and Asst Attache Don Novotny, are lending their hands to the promotion of U. S. cotton in Japan, but the beautiful models shown with them seem likely to encounter less sales resistance. The picture was taken in connection with "Cotton Week" in Japan.

O A S, F A O CONFERENCES HELD CONCURRENTLY AT MEXICO CITY The fifth OAS Conference on Agriculture and the sixth FAO Regional Conference for Latin America are being held concurrently in Mexico City, Aug 8-20.

Asst Sec Clarence Miller heads the U.S. delegation. FAS Adm Max Myers is vice chairman and Edward Cale of the American Embassy, Mexico City, is also a delegate. Alternate delegates are Ralph Phillips of FAS, Ted Byerly and Carl Heisig, ARS, Kelsey Gardner, FCS, and Merrill Gay, Dept of State. Mabel McKendrie is technical secretary of the U.S. delegation, and Scotty Kevorkian and Attache Burl Stugard are among the advisers.

Other U.S. advisers include representatives of ARS, FES, ICA, and the Departments of State and Interior.

The agenda covers all major phases of agriculture, including forestry, fisheries, and human nutrition, and reviews OAS and FAO activities aimed at serving the interests of member countries in the hemisphere.

SENATOR AIKEN, REP. NATCHER PRAISE F A S EFFICIENCY, ACCOMPLISHMENTS Everyone in FAS was pleased by recent speeches on the occasion of our 30th Anniversary by Senator George Aiken of Vermont and Rep. William Natcher of Kentucky. Here are some excerpts from Senator Aiken's speech:

"Many of the truly remarkable accomplishments of the executive branch of our Government come from relatively small agencies . . . One of these smaller agencies which merits our appreciation and support is the Foreign Agricultural Service of the Department of Agriculture . . . it develops foreign outlets for U.S. agricultural products; it administers export programs such as P.L. 480 and our Food-for-Peace programs; it represents the Department of Agriculture at international conferences, such as FAO and GATT; it analyzes foreign agricultural trade . . .

"Few countries maintain crop reporting services of the kind available in the United States. Therefore experience, knowledge, and considerable ingenuity are required if the attache is to accurately reflect the agricultural situation in the country to which he is assigned. . . The Foreign Agricultural Service deserves a vote of thanks from the American people and the Congress."

Rep. Natcher spoke in the same vein to the House of Representatives. He said:

"The many well-qualified, well-trained persons involved in the numerous activities of the Foreign Agricultural Service insure the continued effectiveness of the Service. They are loyal, dedicated employees, experts in their field . . . Mr. Speaker, the Department of Agriculture is to be commended upon the outstanding work being carried on the the Foreign Agricultural Service, and it is, indeed, a pleasure to offer my personal congratulations on the fine job they are doing."



The FAS Letter . . . to U. S. Agricultural Attache posts.

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Washington 25, D. C. : Rm 5554-S, Ext 3100.

AMERICAN CUB SCOUTS PLANT 1,000 PINES IN COLOMBIA

Elmira (Mrs. Henry) Hopp, wife of the attache at Bogota, stimulated perhaps by her Forest Service experience, developed a tree-planting project which received much favorable notice in the newspaper El Espectador and the news magazine Semana.

Mrs. Hopp, den mother of the American Cub Scout pack, suggested the scouts plant trees as a civic project. So the scouts and parents (plus a few sisters), with the help of U.S. agricultural technical assistance, the Ministry of Agriculture, and a few groans and blisters, planted one thousand Elliot pines.



The picture shows some of the busy tree-planters. Somewhere in the background are the Hoppes with their two children, Teddy and Rachel.

FARM EXPORTS HIT RECORD The volume of U.S. agricultural exports in fiscal 1960 set a new record, as did the volume moving under cash sales.

On a value basis, export sales for dollars in fiscal 1960 came to a record \$3.3 billion, compared with \$2.4 billion the previous year. Total exports reached \$4.5 billion, near the record \$4.7 billion set in fiscal 1957, the year of the Suez crisis.

Cotton made the biggest gains in exports for 1960, with corn and oats, soybeans, vegetable oils, fruits and fruit juices, and livestock and livestock products joining in the expansion. Biggest cash markets remained the same as in recent years--the United Kingdom, Canada, Japan, West Germany, and the Netherlands.



HEDGES SENDS OFF "Bon voyage, and bring back a few cargos of U.S. wheat," says Attache Irwin Hedges to the group of Swiss flour millers departing from Zurich for a 3-week trip to the United States under the sponsorship of the Great Plains Wheat Market Development Association.

From left are Hedges, Henri Cuendet, Felix Jordi, Albert Brunner (on steps), and Dr. Heinrich Wehrli. Asst Hans Buchmann was also with the group, and made many friends in FAS/Wash on his trip here.

Irwin thinks that, with wheat importing returning to private hands after 20 years of government direction, the time is ripe for wheat producers in the United States to regain a substantial share of the Swiss market.

Ra M B Li Ng a R o U N d

I was just sitting around musing the other day about how things have been and how they are and how they will be, and I said to myself, after you've heard Jim Birkhead discourse on trade barriers, Quincy Ewing on Huey Long, Bob Moncure on darkest Africa, Stanley Mehr on Willie Mays, Ralph Phillips on ECCSOC, and Art Minor on roses, what else, after all, is there left in life?

Well, there are a few things, such as . . .

Bhornchai Kunalai, known as "Sam" to his many friends, and his wife have an 8-pound, 5-ounce addition to their family. Sam is following an old Thai custom by asking Prince Chakrabandhu to name the boy.

There was a party in late July for the retiring Dewey McCormick, Foreign Training. Dewey is heading for Kansas State University, and he takes our best wishes with him.

FAS Adm Max Myers, Asst Adm Pat O'Leary, Dep Asst Adm Dick Roberts, Wilhelm Anderson, Quentin Bates, and Larry Diehl took part in the Wheat Utilization Committee meeting in Ottawa in mid-July. WUC was set up by the Food for Peace Conference last year.

In Washington for consultations recently have been Fred Rossiter, Ottawa, Henry Hopp, Bogota, Brick Rehling, Belgrade, Frank Ehman, Lisbon, Lloyd Williams, Havana asst, and Tim Engebretson, Salisbury.

Steve Stephanides' family got safely to Accra, Ghana, during the recent disturbances in the Congo, while Steve remained doing his usual fine job. Steve surveyed the food shortage in Leopoldville and worked with UN and other officials in determining the city's requirements and organizing distribution. Secretary Grace Novak also stayed on, helping not only Steve but many other offices in the Embassy.



DAIRY MARKET DEVELOPMENT GOES ON IN ECUADOR

This dairy classification scene in Ecuador is part of a market development project encouraging importation of U.S. dairy breeding stock. From left are: Jack Fairchild, classifier and representative of the U.S. Holstein-Friesian Assn; Rancher Alfredo Escudero; Rancher Ramiro Lopez; Rancher Pablo Enrique Albornoz; Ed Shuart of ICA; and Attache Francis Jack, Quito.

John Kross, ProgDev, is our next nominee for the senior officer's course.

Joe Dodson's wife will enter the National Institute of Health in Washington in September for heart surgery. She is spending much of the summer with relatives in Iowa.

(continued on next page)

More Rambling . . .

Quincy Ewing, Inf, the Great White Father of Agrarian Grammarians, is back from a few weeks vacation in Texas. His friends report that his jokes are about the same.

Jim Boulware has been a busy attache recently. He's made several "good will" talks. He reports fairly good farm conditions up around the Queensland border, and says the graziers (farmers) are expecting to expand wheat acreage this season. Jim has also been to Adelaide and Melbourne to discuss imports of American cotton textiles. Major retailers there are planning an extensive cotton promotion program during the coming season.

Harry Varney, Stockholm, reports on an 800-mile trip to the west and south of Stockholm, during which 3 major sectors of Swedish land were observed--the dairy-livestock region of Vastergotland, the seacoast area of Bohusland, and the forests of Dalsland.

Jim Martin, Trade Fairs, received one of three awards given to the U. S. cotton promotion display at the International Samples Fair at Barcelona.

Ken Olson, Inf, and Cannon Hearne, Foreign Training, attended the annual meeting of the American Assn of Agricultural College Editors at Corvallis, Oregon, in July.

Foster Blackburn, Import, is back from a trip to Mexico City, where he studied the coffee situation.

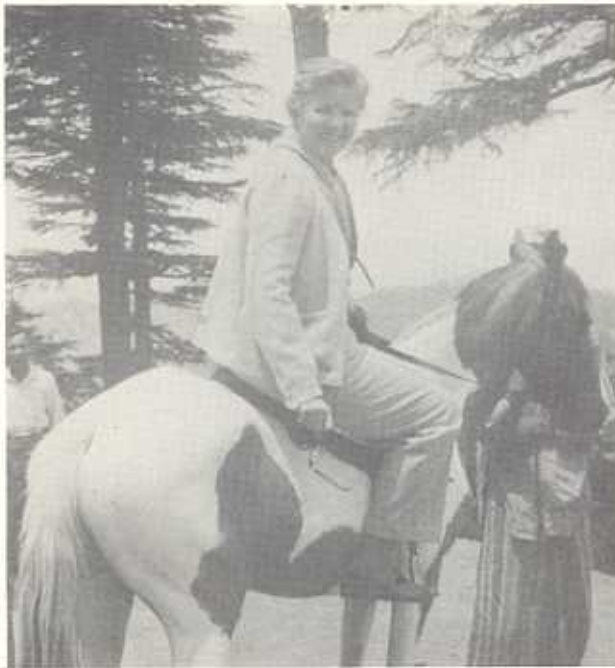
Yum, looks good enough to eat!



BOB REED VISITS HOUSEWIVES FAIR AT AMSTERDAM Before turning the reins over to George Parks, Bob Reed, attache at The Hague, visited the Great Plains Wheat office booth at the Housewives Fair at Amsterdam and had his picture taken with the two charming Dutch meisjes. The young ladies helped introduce the American doughnut to Dutch homemakers.

HARTMAN CHECKS IRISH SILAGE DEMONSTRATION Inspecting the results at a recent grass silage demonstration sponsored by the Irish Farmers Journal are (l-r): Mr. Mullaly, chairman of the Dublin Milk Board; Mr. White of the Ulster Farmers Union; Mr. Smith, Irish Minister of Agriculture; Mr. Campbell of the Northern Ireland Ministry of Agriculture; Attache Jim Hartman; and Mr. Carmody, director of the Irish Farmers Journal.

Jim, his wife, and young Jimmy have been on home leave in the States this summer.



THEY WENT THATTAWAY, GILL! On horse-
back and
far up in the hills near Simla is Gill
Piquette, adm asst at New Delhi. Seve-
ral of Gill's friends helped her cele-
brate her recent birthday with a week-
end trip, during which they visited the
Dwarkadas library, Christ Church,
Ghandi Statue, and the Jako Hill Temple,
which is 8,500 feet above sea level.

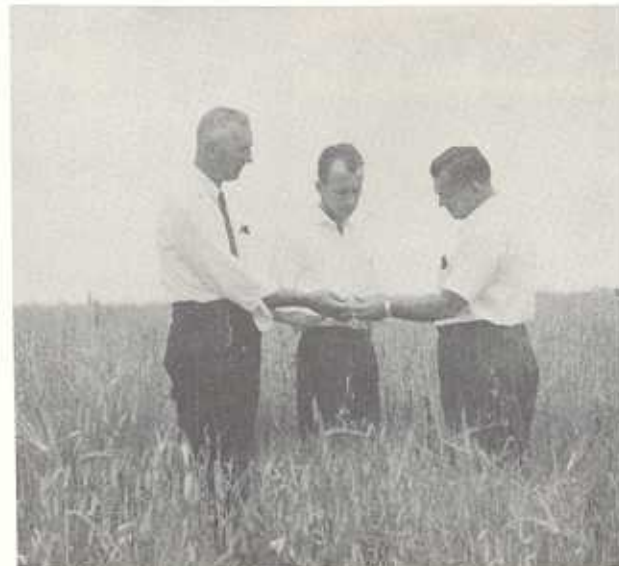


MEXICAN CORN STORAGE Burl Stugard,
Mexico City, in-
spects Mexico's answer to the corn sto-
rage problem.

F A S REPRESENTATIVES Discussing
SEE ITALIAN OFFICIALS possibilities
 of Italian
import needs of breeding stock and
feed grains are (l-r): Fred Lege,
Dairy-Poultry; Dominic Marcello, Soy-
bean Council representative for
Italy; Don Edison, Soybean Council;
Attache Clayton Whipple; Italian Mi-
nister of Agriculture Mariano Rumor;
Professor Mario Bandini, administra-
tor of "Plano Verde"; and Louis
Menna, local ag asst.



ELKINTON HELPS OPEN JAPANESE MEAT PLANT Chuck Elkinton, Tokyo, is shown here at ceremonies opening a new meat packing plant at Kagoshima in Kyushu province. The plant is expected to serve U.S. military bases, and may import breeding hogs and feed grains.



In a Rift V
field are G
batis, Nair
Evans, Grea
Wheat Assn,
Evans, CSS.



MORGAN STUDIES ANCIENT GRAVESTONE IN MALACCA
Martin Morgan, Kuala Lumpur, stops during his travels over the Malayan countryside to study an ancient grave on historic St. Paul's hill in Malacca.



John Ray, Livestock, and Asst Attache Duane Clark, Buenos Aires, look over a pen of sheep in Argentina.

THE
ATTACHE
SERVICE
AROUND
THE
WORLD



Bill Lodwick confers with Miguel de Echegaray of the Spanish Agricultural Research Institute in Madrid.



a Rift Valley wheat : Roy Sellers, Bombay, field are Gordon Schlus-: rides on an Indian tis, Nairobi, W. H. : harrow behind a fine ans, Great Plains : pair of bullocks. heat Assn, and Judson : The farm is in Maha- ans, CSS. : rashtra State.

More Rambling . . .

Bill Doering, International Monetary, is sporting a large gold-colored lapel button and a fancy diploma obtained in Bordeaux during a vacation stopover on the way home from the 16th Session of GATT. Ten days study of the agriculture of the Medoc, Sauternes, Graves, Pomerol, and St. Eliom, were climaxed by induction into the Commanderie du Bontemps de Medoc, the Bordeaux wine connoisseurs lodge.

Foreign Training Division reports the programming or provision of other visitation assistance to a total of 3,611 foreign agriculturists during the past fiscal year, an increase of 16 percent over the previous year.

Dan Brady, Wellington, addressed the 26th annual General Meeting of the New Zealand Federation of Young Farmers Clubs in June.

The Ninth Conference of Agricultural Services to Foreign Areas will be held Oct 17-20 in the USDA Auditorium.



TOBACCO MARKET DEVELOPMENT Checking nearly 10,000 tin plate posters advertising the "V" brand cigarette produced by Huey's Tobacco Company of Rangoon, Burma, are (l-r): Chan Kee In, managing director of Huey's; U Hla Sein, Rangoon representative of U. S. cooperators for tobacco market development in Burma; and Attache Art Rollefson, Rangoon. This work was done under a P.L. 480 market development project.

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AMERICANS HELP JUDGE PERUVIAN LIVESTOCK SHOW Merle Howard of the Holstein-Friesian Assn of America (left) and Professor J.G. Cash of the University of Illinois (right) were in Peru recently to judge the Holstein-Friesian and

Brown Swiss entries in the 11th National Livestock Show at the Agrarian University near Lima. Pictured with them is Attache Clarence Pike. The trophies were contributed by various American breed associations.

Attaches who are involved in arrangements for International Farm Youth Exchanges will be interested to know that 894 American farm youths have gone overseas in 10 years of the IFYE program. The youths, who live with foreign farm families for about 6 months in most cases, have on their return home given a total of 72,000 talks before an estimated six million Americans, have given 7,000 radio and television interviews, and have been the subject of 32,000 newspaper and magazine articles. About 104 American IFYEs will visit about 43 countries this year.

Gordon Silcox, son of Bruce Silcox, Dairy-Poultry, was named Princeton's outstanding graduating NROTC midshipman.

A FAScinating Tale

Chapter I

The town's MEHR thanked the COOK for the hearty breakfast of BACON and scrambled OGGs, patted his BOYCE on the head, took his BOULWARE from the BUTLER, and stepped outside as the first RAYS of the sun began to dissipate the KUHl mists of early morning. He walked briskly through the PARKS and down the STREET past the SELLERS at their vegetable stands and greeted the SARGENT at the corner. One of the mayor's MOORE endOERING characteristics was the interest he took in the welfare of the city's employees. He wondered to himself, "Would the rent of TIERNEY's FLAT EQUAL what ANDERSON is spending each month to buy his house?"

"Good morning," said the policeman. "A fine DAY, sir." The mayor agreed, unWITTINGly ignorant of the sinister drama being unfolded down by the REECE paddies.

There, two suspicious characters, JACK and STEWART, were hastily bundling a small boy into a light plane. Jack, a hardened criminal who had already been twice convicted for LARSEny, had led a grim and LOVELESS life. His companion was MEEKER.

"C'mon, let's get in GEHR," Jack ordered.

"Wait a MENNA. Have a HART, MAN," said Stu, who resented his companion's TONTZ. "You're WORKing me to death."

"Listen, buddy," Jack replied, "don't be a PIKEr now, just when we're ready to close a big DIEHL. This MINOR we got in back will bring a big RANSOM. They'll really SHULL out the NICHOLS for him, even if they have to HOCK their last BUCH, MANN. And then we'll take it on the LAM." Just then the ponderous toll of the CHAPPELL BELL PIERCED the air. "Must be five o'clock," muttered Jack. "The BISHOP never misses. It's getting late, and there's BAEHRLy time. Better get a move on."

With Stu at the controls, the plane took off. The winds were strong and the plane lurched so much that Jack--LEARY of their being hurtled into early GRAVES--growled to the pilot to be careful.

"I'm TRIANTAPHYLLIDES plane, boss, so why'n'cha leave me alone," grumbled Stu.

"Well, IOANES plane," replied Jack. "Just be sure it gets there today and not toMOR-ROW. How far do we have to go?"

"About 200 miles WEST, as the KROGH flies," said Stu. The plane droned on, and after 90 minutes landed in a field of about 240 AKERS, surrounded by HEDGES. When the plane had stopped, Jack and Stu quickly got out and opened the cargo HATCH.

"HOPP to it now, Stu," Jack grunted. "Help me KARI him."

Jack was very sure of himself, but Stu was on pins and NEEDLES. The two conspirators quickly whisked their victim out of the plane, but as they bent over, Stu's gun dropped out of his pocket.

"PIQUETTE up, you dope," ordered Jack. Stu complied.

"Hey, what about your ROD, MAN?" asked Stu. "Hadn't you better put it away, too?"

"Yeah, guess you're right," Jack said. Reluctantly he eased his finger away from the
(continued on page 10)

TRAEGER and put the revolver in his shoulder holster. Then he and Stu carried their victim AKROSS the field to an ancient cottage, almost reduced to RUBEL. At the door, Jack put a foot on the REHLING of the steps, reached up, and took a key down from the MONTEL. He hustled the victim inside, then turned to his companion and said, "STU, GARD the door in case anybody is watching." Just then . . .

(to be continued, when and if we think of what to do with Schlubatis, Tichenor, Gershben, Kevorkian, Stephanides, etc.)

QUENTIN WEST WILL ACCOMPANY BENSON Secretary Benson made a 3-week tour of Western
ON TRIP TO EUROPE AND MIDDLE EAST Europe and the Middle East in early August. USDA
personnel with him were Quentin West, Far East
Analysis, Economic Advisor Martin Sorkin, and Information Officer John Lewis. There
was also a press contingent. Common Market problems were discussed.



PARIS Gathered with other embassy officials are members of the U.S. agricultural attache staff. From left: Asst Attache Garth Thorburn; J. J. Reinstein, min of econ affairs; Asst Attache Henry Lint; Sec Sylviane Combastel; Charge d'affaires Cecil Lyon; Margaret Rigaud, reporting asst; Attache Paul Minneman; Sec Jacqueline Deroche; Adm Asst Eleanor Burford; Ag Specialists Jean Thiercelin and William Humbert.



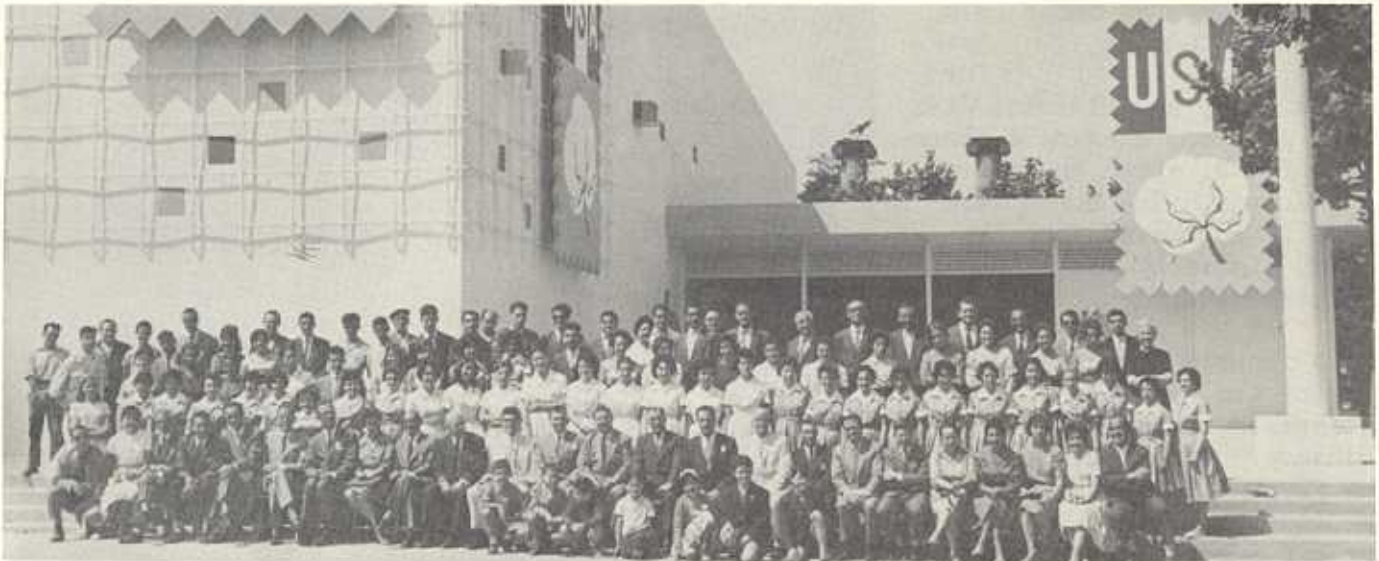
BUENOS AIRES Posing in the Plaza de Mayo are (l-r): Ag Asst Eduardo Descalzo; Adm Asst Lorraine Connaughton; Asst Attache Duane Clark; Bilingual Sec Edna Pega; and John Ray, Livestock. John has returned after studying the livestock industry in Argentina and Uruguay.



NAIROBI Busy at work in their office in the American Consulate General are (l-r): Gordon Schlubatis, ag officer; Mrs. Irene Richter, ag asst; and Mrs. Moira Watts, sec-steno.



SALISBURY From left are Asst Carlos Vieira, Ag Officer Tim Engebretson, and Secretary Mary Ellis. Tim is in the process of changing posts.



BARCELONA COTTON EXHIBIT Shown in front of the American Pavilion at the Barcelona
WINS PRIZES FOR F A S Samples Fair are (front row center) Francis Whitaker, Cotton; Asst Attache Waldo Rowan, Madrid; Joe Stevenson, Cotton; Jim Martin, exhibit manager; Attache Bill Lodwick, Madrid; Lance Hooks, AMS Information; Ted Baggett, Cotton; and Tilly Bailey, Cotton.

Others in the picture are the Spanish demonstrators, style-show participants, office workers, and guards who worked at the American Pavilion.

F A S WORKS ON TWO The British Food Fair in London
BIG TRADE FAIRS Aug 31-Sept 17 and the IKOFA International Food Fair in Munich
Sept 23-Oct 2 are occupying the attentions of many
USDA folks these days.

Print Hudson and Ed Farstad have left to serve as director and asst director, respectively, for the U.S. exhibit at London. Bill Schaal and Ray Shegogue are winding up plans for the U.S. exhibit at London. Duke DuMars will supervise some new promotional plans for increasing the attendance at both exhibits through window display, coupon redemptions, and prizes.

Other USDA officials expected to staff the exhibits are: Ken Krogh and Dan Sheppard, Trade Fairs; Harper Simms, SCS; Wally Dudley, Inf; Herb Ford and Bill Scholz, Dairy-Poultry; Dex Rivenburgh and Bob Bieber, Grain; Bob FitzSimmonds, Fruit-Veg; and Marv Webster, AMS.

Bob Anderson, Elmer Hallowell, and Cabell Shull, London, will be involved with the London exhibit, and Clarence Eskildsen, Paul Taggart, and Ernest Koenig, Bonn, will be helping with the Munich exhibit.

FAS sponsors the exhibits in cooperation with the U.S. agricultural and food trade.



DOROTHY DEPNER, Her fellow workers in
THE PEOPLE'S CHOICE low workers in
FAS elected Dorothy Depner,
Foreign Training, Miss FAS at
the FAS picnic.

Helping Picnic Chairman Dave Hume, Dairy-Poultry, were Bill Scholz, asst; John Lynch, beauty contest; Leon Mears, program; Doris Laut, tickets, and Alan Clem, publicity.

PLANELOAD OF U.S. SHEEP ARRIVE IN COLOMBIA

Jim Lankford,

Bogota asst, and Uldarico Diaz, local ag econ, examine a plane-load of U.S. sheep on arrival in Colombia. 746 sheep were recently purchased from the United States by the Colombian Ministry of Agriculture.



These imports mark the beginning of the Ministry's program to develop the country's sheep industry. Although these were the first U.S. sheep imported by Colombia in over 3 years, further imports may be made by private sources.

Jim reports that the sheep arrived in excellent condition after an 8-hour flight from St. Petersburg, Fla, and says that Ministry officials were extremely pleased with the quality of the animals.



MENNA TOUCHES BASE WITH FRUIT-VEGETABLE DIVISION Louis Menna, ag specialist in the Rome attache office, was in Washington early in the summer and one of the stops he made was with the FAS Fruit and Vegetable division. He is shown here with Stan Mehr, foreign competition chief, Director Don Rubel, and Clint Cook, commodity analysis chief.

A FINAL NOTE

He claimed the "white space" could be used to better advantage, but we, Alan Clem's co-workers in Foreign Market Information, have prevailed upon him to yield room in his last FAS Letter for this: "Goodbye" to him.

As of Sept 1, Alan will be Assistant Professor of Government and Research Associate in the Governmental Research Bureau at the University of South Dakota.

We think you'll agree that Alan's editorship has greatly helped the Letter serve its purpose of bringing the Attache family closer together. Goodbye, Professor, and Good Luck.